

\$10 Million AppX Game Developer Marketing Fund Accelerates Mobile Game Profitability

Minneapolis, Minnesota, November 30, 2011--W3i® (www.W3i.com), a leader in monetization and user acquisition services for mobile apps, announced today the launch of the \$10 Million AppX Game Developer Marketing Fund. The goal of the marketing fund is to accelerate user growth for up-and-coming mobile social game developers by aiding in their user acquisition financing.

iOS™ and Android™ game developers' goal is to drive user acquisition of mobile games accelerating the growth of active users. This fund reinforces W3i's commitment to iOS and Android game developers to help them compete with AAA competitors thus accelerating their path to profitability.

W3i is known for its extensive experience in partnering with mobile and desktop app developers to grow their app businesses. All developers who qualify for the AppX Game Developer Marketing Fund receive adept production support, actionable insight to optimize their game business and profitable user acquisition with funding to speed up growth. The AppX suite of services is provided without charge and with no, long-term revenue share. Using AppX does not require the developer to give up their IP rights allowing them to focus on actual game design and development.

"W3i has proven to be a valued partner in marketing our game, [My Pet Zombie](#). Not only did we quickly become profitable with our app, W3i helped increase the lifetime value of our users by three times. We would highly recommend using W3i to market your mobile game." comments Brian Robbins, Founder of Riptide Games.

"We continue to develop tools that add value for mobile game developer partners," said Andy Johnson, CEO. "Our road map continues to focus on improving monetization and user acquisition tools to optimize ROI using a decade of experience doing the same for our desktop app partners. The rollout continues with AppX." For more information contact W3i [AppX](#).

About W3i: W3i is a leader in monetization and user acquisition services for mobile and desktop apps. Utilize an experienced team of app-savvy marketers with deep technical know-how and many years of industry experience to grow your app business. We are ready to collaborate with app developers to execute programs that quickly deliver revenue and quality users. To learn more, visit www.W3i.com with offices in San Francisco, Minneapolis and Sartell, MN.

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